

**7th Annual**

# **Family Village Festival**

**October 8, 2005**

**A Multicultural Experience**

Presented by the Multicultural Council of the Riverside Municipal Museum Associates

## **The 7th Annual Family Village Festival: A Celebration of Culture**

Imagine walking down a broad street surrounded by graceful architecture, beautiful trees, and amazing sights. The smell of an unknown spice wafts past you, and you hear



drum music in the distance. Children are laughing, and people dressed in beautiful traditional regalia begin to parade around you. As you begin to explore this street scene, it appears that an abundance of the world's cultures have converged to one

location, each one determined to tell you the story of their own culture, while welcoming you to explore the culture of their neighbors. Two hours later, after sampling food from Cuba and taking part in a traditional Hawaiian dance, you discover that you have just experienced the Family Village Festival in Downtown Riverside.

Held each year in front of the Riverside Municipal Museum in Downtown Riverside, the Family Village Festival is a celebration of cultures from around the world. Exploration of these cultures is encouraged through honoring traditions, promoting communication among families and encouraging cultural appreciation, all of which are achieved through didactic, hands-on activities that are appropriate for both family learners and cultures represented. The Festival provides learning opportunities based on the sharing and understanding of cultural traditions through live performances, hands-on craft activities and traditional cultural demonstrations.

At the heart of the Festival is a group of "villages", each celebrating a different culture. At each village (a booth or group of booths under a canopy) one might find arts and crafts, storytelling, cultural displays, or traditional games as just a few of the possible hands-on activities that represent unique Festival cultures. The purpose of the Festival is to help our children become familiar with diverse ethnic groups while engaging in fun and educational activities that communicate positive messages about cultural appreciation. Over 4,000 people visit the Family Village Festival.

This year the Family Village Festival has adopted the theme "Parts of the Whole" to further a sense of cultural appreciation and unity. A craft activity will reflect this theme as children create a decorated puzzle pieces that symbolize both the uniqueness of each culture and the common traits we all share. This experience, combined with live musical performances, storytelling, and cultural demonstrations, provides an excellent opportunity for youth and their families to further their appreciation and understanding of diversity while building their own family bonds.



**The Family Village Festival is Riverside's oldest celebration of youth and culture.**

# Family Village Festival: Serving Community Youth Through Multicultural Experiences



The Family Village Festival is committed to engaging youth and their families in multicultural activities to promote understanding and appreciation of the cultures that influence Southern California's diverse community. Festival activities promote collaborative learning, sharing of knowledge, and interaction with representatives from various cultures. The Festival encourages youth to take interest in their community and the diverse cultures that are present within their community.

The Family Village Festival also continues the Riverside Municipal Museum's long standing tradition of creative, community based, public programming. This inclusive approach to public educational programs is a significant reason for the broad-based community support received by the Museum.

## About the Multicultural Council

The Multicultural Council of the Riverside Museum Associates was created in 1997 with the goal of fostering an atmosphere of education and inclusiveness amongst the Riverside area's many ethnicities and cultures. It is a subcommittee of the Riverside Museum Associates (RMA), an organization dedicated to supporting the growth and activities of the Riverside Municipal Museum.

**"All of the Council's programs focus on education through hands-on, experiential learning."**

Multicultural Council members are volunteers from the community and represent different cultures in the community. The Council meets monthly at the Riverside Municipal Museum and plans the Museum's multicultural events, including the Family Village Festival. The Multicultural Council is funded by the Riverside Museum Associates and through fundraising efforts within the community.

The Family Village Festival is designed to be consistent with the stated goals of the Multicultural Council:

*"...The purpose of the Festival is to celebrate the varied cultures of the world. The festival organizers hope to create an event that invites the exploration of culture, honors tradition, promotes communication among families, and achieves unity through diversity."*

Besides the Family Village Festival, the Multicultural Council has coordinated several other multicultural programs, including "Race Equality Week", a celebration for youth about cultures around the world, "In Celebration of Children", demonstrating the similarities in children's games and toys from many different cultures, and a variety of multicultural media clubs that explore the role of multicultural perspectives in print and visual media. All of the Council's programs focus on education through hands-on, experiential learning, and include arts or crafts that can give children insights into the different cultures that exist around them.



# Family Village Festival: A Benefit to the Community

## **CELEBRATING CULTURAL DIVERSITY WITHIN RIVERSIDE'S COMMUNITY:**

The Family Village Festival enhances the quality of life and well-being of the River-siders by providing a free, entertaining and educational venue for families and the Riverside community of learners. The Festival highlights the on-going and enduring multicultural activities that are facilitated by many of Riverside's community organizations, including academic and cultural institutions and governmental agencies. Cultural appreciation and understanding can be achieved through activities such as the Family Village Festival, which promotes a sense of cultural awareness and sensitivity while teaching the value of different cultural experiences that can be shared within the community. This learning paradigm is accomplished through the enjoyable activity of sharing through art forms, celebrations, food and crafts in a welcoming and inclusive atmosphere, creating a long remembered experience for Inland Empire families.

## **ENCOURAGING FAMILIES TO COME TO RIVERSIDE'S DOWNTOWN AND PARTICIPATE IN THE MANY CULTURAL RESOURCES THE CITY HAS TO OFFER:**

By offering a wide variety of activities designed to appeal to different ages and interests in an inviting atmosphere, the Festival encourages local families to visit downtown Riverside and discover some of the many attractions that Riverside can offer. During their visit, many families visit the four other major Museums present in the downtown area, eat at local restaurants and patronize local shops. Evaluations indicate that many Festival participants are first-time visitors to the downtown area, making the Festival a wonderful opportunity to attract the community to the downtown area.

## **USING A HANDS-ON APPROACH TO BROADEN UNDERSTANDING:**

The Family Village Festival advances the City of Riverside's commitment to and pride in our multicultural community through learning opportunities based on the sharing and understanding of cultural traditions. Since 1997, the Family Village Festival event has demonstrated how learning about cultural diversity can be accomplished in a hands-on way – involving all the senses and encouraging participation. The Family Village Festival promotes cultural and artistic awareness and youth development among the community through live performances, hands-on craft activities, and traditional cultural demonstrations. This philosophy has continued to be the cornerstone of Family Village Festival planning, resulting in a multisensory, didactic experience that engages Festival participants in the learning process. Over the years, participation of cultural groups from the Riverside area has grown, resulting in a substantial increase in the number of activities enjoyed by children and their families. These hands-on opportunities allow Festival attendees to enjoy flavors, music, dance, and art from over twenty different cultures.

## **PASSPORT TO CULTURE – A JOURNEY OF INQUIRY:**

All children attending the Festival are provided with a "Passport to Culture". Participants begin their passport activity by having a digital picture taken and placed in their passport. Each page of the passport contains a question about a specific culture and children visit each cultural booth to find the answer to the question. When the answer is obtained, the child receives a stamp on their passport from the culture.

**The Family Village Festival is truly a benefit to the community.**





# An Opportunity for Community Support

The Multicultural Council of the Riverside Museum Associates invites you to share the joy of celebrating Riverside's diversity. Your contribution can help us promote unity in our community by supporting the 7th annual Family Village Festival at the Riverside Municipal Museum. Thanks to support from corporations, foundations, and individuals, the Family Village Festival is free to the entire community. Donations to the Family Village Festival are tax deductible, and 100% of support goes directly to Festival production costs.



## Tradition Circle

**10.00-25.00**

Your gift will be acknowledged on the Family Village Festival website.

## Peace Circle

**500.00-1,000.00\***

Your gift will be acknowledged on the Family Village Festival website, on the Festival donor wall and on the Family Village Festival banner and T-shirts.

## Unity Circle

**50.00-100.00**

Your gift will be acknowledged on the Family Village Festival website and included on the Festival donor wall.

## One World Circle

**5,000.00\***

Your gift will be acknowledged on the Family Village Festival website, on the Festival donor wall and on the Family Village Festival banner and T-shirts. In addition, your name will be featured on the Festival performance stage banner.

**\*Gifts over \$1,000: Your company logo will be prominently featured on all publicity materials.**

### 2005 Proposed Family Village Festival Budget

Event Date: October 8, 2005

Estimated Expenses	TOTAL
Logistics	7000
Tents, tables, chairs, canopies, stage	
Sound	
Waste	
Banners	
Printing	3200
Passport to Culture Program	
Staff/volunteer t-shirts	
Event Activities	8000
Entertainment	
Cultural village	
Storytellers	
Multicultural crafts	
Publicity	4600
Ad in newspaper	
Publicity	
EXPENSE TOTAL	22800

For more information about the Family Village Festival, or to see how you can contribute to the success of the Festival, please contact Wendy Sparks at the Riverside Municipal Museum. Please make checks payable to the Riverside Museum Associates.

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